day evening, Dec. 18, 8 p. m CARL E. GALLAGHER, City Clerk.

And the state of t

Is The Watchword This Christmas

Men's **Mackinaws**

New models with detachable belt can be worn as plait-back or belt all round - finest quality mackinaw cloth in blue, brown, red or gray plaid patterns.

\$5.95 \$9.00 \$6.95 values

\$8.95 values

A Little Talk on Merchandising by the Man From Michigan

The handling of novelties in clothing-i. e., extreme paiterns, models or fabrics, is a costly proposition both to the buyer and seller. It is a branch of the business I have left to the other fellow. The rapid change in styles in this class of goods leaves the merchant with an extensive investment in leftovers that are worse than unsaleable and he has to charge the conservative customer to pay for this expense.

Years of experience has

taught me that a vast majority of men are interested only in the conservative in dress as in other things, and today I am in a position to cater to their needs at A PRICE THAT SAVES all along the line.

If you confine your gift buying to my store you'll be both practical and conservative-ten chances to one that your gift

Men's Work **Trousers**

Made from special grade twisted cotton worsted. extra heavy winter weights. Absolutely guaranteed for durability

\$2.00 values \$1.50 Special

\$2.50 values **\$1.69**

\$3.00 values \$1.95 Special

Fur Caps

make pleasing, sensible, lasting gifts; Detroit shape, satin lined, ear tabs adjustable, best possible quality furs at each price.

\$3.00 value Dyed \$4.00 calue Cape \$5.00 value Alaska

\$1.50 value SHIRTS, choice of soft fold cuff, Negligees or Troy laundered, an immense variety of new and pleasing patterns in exceptional quality percales, pongees and madras, all colors and sizes. Special-

95c

\$1.60 value blue or brown twill flannel work \$1.19 shirts; special \$1.85 value fancy stripe and plain gray buckskin flannel work shirts; special \$2,25 value O. D. or light oxford gray wool flannel shirts, medium or heavy weight.

\$4.50 value, fine quality O. D. wool flannel, special

A Quantity Display of Holiday Neckwear

Too rich and varied to describe. Newest colors, shades and patterns in Printed Moire, Figured Satins, Rep Stripes, Silk Persians, Satin Brocades, Silk and Satin Figures and Silk Poplins; broad end shapes, thoroughly sewn-the bigpest neckwear values to be found anywhere.

All Men's \$2.00 Mufflers, Hotiday All Men's \$1.50 Mufflers, Holiday Special All 75c Neckwear, Holiday 45c All 65c Neckwear, Holiday Special 23c All 35c Neckwear, Holiday Special

Men's Suspenders

Regular 50c quality Suspenders, good quality elastic. polished buckles, leather ends, Holiday Special

Stores in-

LANSING.

Alma and

MUSKEGON.

GREENVILLE.

GRAND RAPIDS.

368 Heavy Winter Suits

Extraordinary values at \$20 and \$22.50; made in "The Man from Michigan" shops. Several of the fabrics are not only Michigan grown wool but hand loomed within the orders of the state. All of them super-values at the above

As a special inducement to Holiday Buyers I offer for a limited time these \$20 and \$22.50 suits at-

and \$1450

Fancy cheviots, worsteds and mixed pattern cassimeres in brown, gray mixed, dark gray and brown checks; 3-button military sack styles; all sizes.

Snug, Stylish Mackinaws For the Little Fellows

Made from superior quality Mackinaw cloth, detachable belt model. Can be worn plait-back or belt all 'round. Wide shawl collar, plenty of pockets. Blue, brown or gray plaids and checks.

\$6.50 Values \$3.50 Values

\$8.00 Values \$3.95 \$4.95 \$5.95

Exceptional Values! Pelt Lined Coats

89.25 value Canvas Coat, extra length, lined with good quality northern sheep pelt, wide shawlcollar. Special

\$10.50 value Moleskin Coat, extra quality, lined with best quality bleached sheep pelt, shawl collar of dyed wool. Special

\$7.95

ALMA . MICH.

BUY HIS PRESENT

At my store-you'll save by so doing and if the size isn't right just say "I got it at The Man From Michigan;" he'll gladly make the neces-

.Particular attention paid to lady shoppers.

ary exchange.